

That which is claimed:

1. A method comprising:
 - determining a ranking measure for a search result; and
 - adjusting the ranking measure based at least in part on a query breadth measure of a previously-executed search query associated with the search result.
2. The method of claim 1, wherein the ranking measure comprises a popularity measure.
3. The method of claim 1, wherein the query breadth measure comprises a quantity of results returned in response to the search query
4. The method of claim 1, wherein the query breadth measure comprises an information retrieval score drop-off rate.
5. The method of claim 4, wherein the information retrieval score drop-off rate comprises the information retrieval score of a first result in a result set divided into the information retrieval score of a second result in the result set.
6. The method of claim 5, wherein one of the first result and the second result comprises the first position in the result set.

7. The method of claim 1, wherein the query breadth measure comprises a quantity of results with an information retrieval score greater than about ninety percent (90%) of a top information retrieval score.
8. The method of claim 1, wherein the query breadth measure comprises a quantity of search terms in a search query.
9. The method of claim 1, wherein the query breadth measure comprises a frequency of search query use measure.
10. The method of claim 2, wherein the popularity measure comprises a click count.
11. The method of claim 2, wherein the popularity measure comprises a click-through ratio.
12. The method of claim 1, wherein the ranking measure comprises a query-dependent ranking measure.
13. The method of claim 1, wherein the ranking measure comprises a query-independent ranking measure.

14. The method of claim 1, further comprising adjusting the ranking measure based at least in part on a plurality of query breadth measures of a plurality of previously-executed search queries associated with the search result.
15. A computer-readable medium on which is encoded program code, the program code comprising:
 - program code for determining a ranking measure for a search result; and
 - program code for adjusting the ranking measure based at least in part on a query breadth measure of a previously-executed search query associated with the search result.
16. The computer-readable medium of claim 15, wherein the ranking measure comprises a popularity measure.
17. The computer-readable medium of claim 15, wherein the query breadth measure comprises a quantity of results returned in response to the search query
18. The computer-readable medium of claim 15, wherein the query breadth measure comprises an information retrieval score drop-off rate.
19. The computer-readable medium of claim 18, wherein the information retrieval score drop-off rate comprises the information retrieval score of a first result in a result set divided into the information retrieval score of a second result in the result set.

20. The computer-readable medium of claim 19, wherein one of the first result and the second result comprises the first position in the result set.
21. The computer-readable medium of claim 15, wherein the query breadth measure comprises a quantity of results with an information retrieval score greater than about ninety percent (90%) of to a top information retrieval score.
22. The computer-readable medium of claim 15, wherein the query breadth measure comprises a quantity of search terms in a search query.
23. The computer-readable medium of claim 15, wherein the query breadth measure comprises a frequency of search query use measure.
24. The computer-readable medium of claim 15, wherein the popularity measure comprises a click count.
25. The computer-readable medium of claim 15, wherein the popularity measure comprises a click-through ratio.
26. The computer-readable medium of claim 15, wherein the ranking measure comprises a query-dependent ranking measure.

27. The computer-readable medium of claim 15, wherein the ranking measure comprises a query-independent ranking measure.
28. The computer-readable medium of claim 15, further comprising adjusting the ranking measure based at least in part on a plurality of query breadth measures of a plurality of previously-executed search queries associated with the search result.